

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : H04N 7/10		A1	(11) International Publication Number: WO 99/26415
			(43) International Publication Date: 27 May 1999 (27.05.99)
<p>(21) International Application Number: PCT/IL98/00545</p> <p>(22) International Filing Date: 9 November 1998 (09.11.98)</p> <p>(30) Priority Data: 122194 13 November 1997 (13.11.97) IL</p> <p>(71) Applicant (<i>for all designated States except US</i>): SCIDEL TECHNOLOGIES LTD. [IL/IL]; Taya House, Haharoshet Street 14, 43657 Ra'anana (IL).</p> <p>(72) Inventor; and</p> <p>(75) Inventor/Applicant (<i>for US only</i>): BAR-EL, Dan [IL/IL]; Passman Street 12, 46424 Herzlia (IL).</p> <p>(74) Agent: EITAN, PEARL, LATZER & COHEN-ZEDEK; Gav Yam Center 2, Shenkar Street 7, 46725 Herzlia (IL).</p>			<p>(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>
<p>(54) Title: METHOD AND SYSTEM FOR PERSONALIZING IMAGES INSERTED INTO A VIDEO STREAM</p> <p>The diagram shows a central 'VIDEO SERVER' unit containing a 'PERSONALIZATION SYSTEM'. Two dashed lines labeled 'PERSONALIZED VIDEO SEQUENCE 1' and 'PERSONALIZED VIDEO SEQUENCE 2' extend from the server to two separate client stations. Each station consists of a monitor (32, 36), a keyboard (14), and a mouse (16). The monitor displays a video sequence. The sequence is labeled with reference numerals 28A and 28B, corresponding to the two different personalized sequences sent from the server. The monitor is also labeled with 30 and 34. The keyboard is labeled with 12 and 14. The mouse is labeled with 16.</p>			
<p>(57) Abstract</p> <p>A method and system for personalizing images inserted into a video stream, provided by a video service (11) to each of its clients (12) according to a priori individual knowledge of its clients. The present invention generates a user profile (10) from video sequences selected by the user from a video server (11) having a plurality of video sequences stored therein. The selected video sequence is personalized according to the user profile, for transmission to the user (12).</p>			